

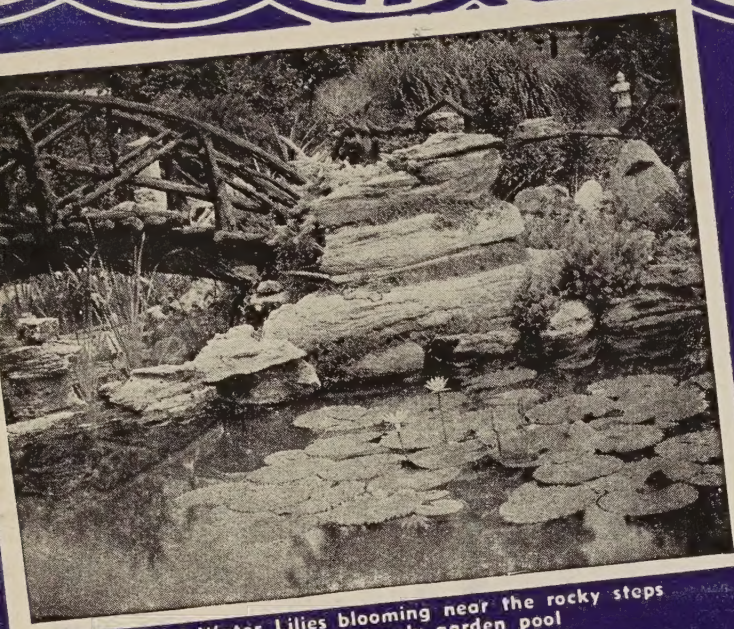
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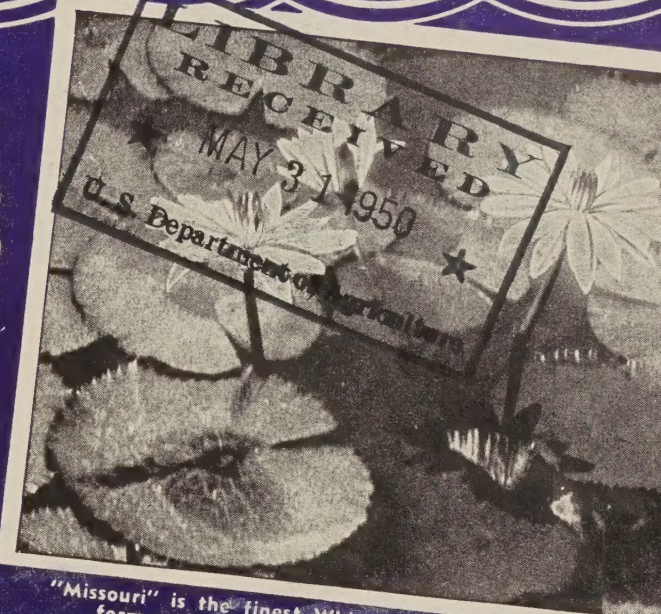
The Goldfish Pool*

"The Most Interesting Spot
in the Garden!"



Tropical Water Lilies blooming near the rocky steps complete this lovely garden pool

Descriptive Catalog for GARDENS POOLS and FISH



"Missouri" is the finest White Tropical Water Lily. The form and texture of its large flowers are superb



This beautiful Formal Pool has a raised wall topped by a neat fence. Underwater lights illuminate it at night

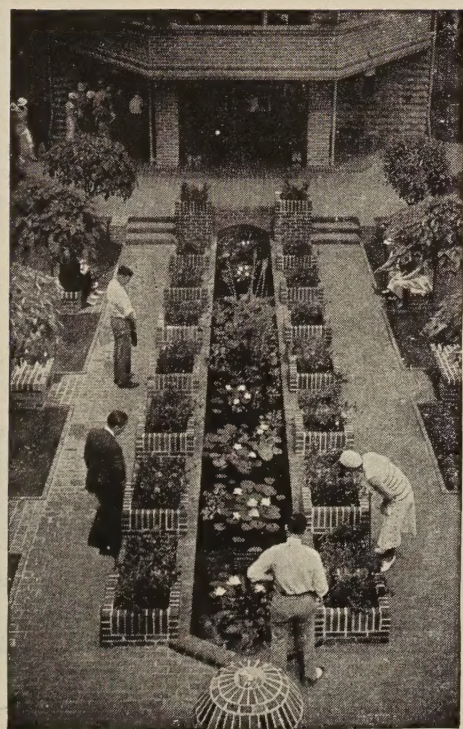


The large lotus leaves stand high above the water surface and add much to the charm of a pool



The overflow from this lovely pool turns a small wheel in the miniature "Mill" as it flows away

KEEP THIS VALUABLE HANDBOOK
on the Care of Fish and Water Plants for Pools and Aquariums



Our large Formal Pool at the Chicago World's Fair "A Century of Progress" was admired by thousands of visitors

FROM
LAKEVIEW AQUATIC FARMS

58th YEAR—1950

5579 Colerain Ave., Cincinnati 23, Ohio
R. C. DOLLE, OWNER

Sec. 34.66 P. L. & R.
U. S. Postage
PAID
Cincinnati, Ohio
Permit No. 1931

Rolph B. Shaw
U. S. Dept. of Agr. Library
Washington 25, D. C. R471

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CROWDS GAZED IN WONDERMENT!

The fountain itself has been decorated with many varieties of aquatic plants, such as the water hyacinth, night-blooming tropical water lily and other water lilies. Crowds gazed in wonderment at three round, green "boats," about four feet in diameter, that floated upon the water. R. C. Dolle, 5579 Colerain Avenue, explained that the aquatic plants, which provided the "boats," were the famed Victoria Regia water plant from Brazil. Each "boat," with its raised edge, or "gunwale," was in fact an enormous circular leaf. The huge plant, he explained, started to grow last February.



We are proud to have been selected to decorate Cincinnati's famous Tyler-Davidson Fountain in Downtown Cincinnati for the F. T. D. Convention. All of the fine aquatics we showed are represented in this collection which will grow in any pool of 100 square feet or more water surface.

DEALERS AND PARK SUPERINTENDENTS: The above speaks for itself. Let us know your requirements.

When the Florists Telegraph Delivery Association held its convention in Cincinnati, in September 1940, the committee obtained permission to decorate the entire downtown esplanade (a full block long) surrounding Cincinnati's famous fountain. The entire area was converted into a formal garden with thousands of blooming plants and hundreds of large shrubs and trees.

LAKEVIEW was chosen to decorate the magnificent fountain with Aquatic Plants, Water Lilies and Goldfish. Our exhibit made the big hit. The crowds stopped right there, and the fountain was surrounded by crowds every day of the exhibit. Thousands of people had never seen such gorgeous and exotic water plants. Our display was written up in each of the daily papers; see photos above.

The moral is of course, to use choice Lakeview water lilies and aquatics in pools to attract attention! **THE POOL IS ALWAYS THE CENTER OF INTEREST** in a garden! It has life! Truly it is "the most interesting spot in the garden."

GARDEN OWNERS: Your guests, your friends, your family and yourself, will enjoy an outdoor pool well stocked with water lilies and goldfish. Be sure you have Lakeview fish and plants and you are sure to have the best.

VICTORIA REGIA WATER LILY

VICTORIA REGIA is probably the largest fresh water plant in the world, and certainly the most spectacular. These amazing Water Lilies are natives of South America. The Victoria Lily was named in 1827 after Queen Victoria, and the largest native plant ever recorded had leaves measuring six feet five inches in diameter. It is quite easy to grow plants with leaves the size of those we show in the pictures. (Over four feet diameter.)

Victorias are annuals up North. They may be safely planted outside early in June and should be given a box of good soil 3 to 4 feet square by one foot deep. The crown of Victoria should be planted only 6 inches below the water. They are very showy, and grow rapidly in large pools, or lakes where the water level is constant, and where plants are protected from strong winds.

A water surface at least 12 by 12 feet should be set aside for one plant. They bloom frequently during August and September. The flowers are very fragrant and are from 8 to 15 inches diameter.

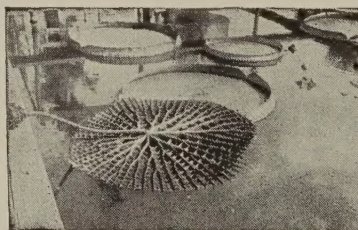
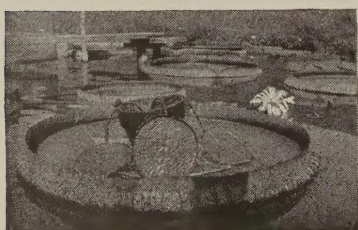
Plants (from 8 in. Pots), each \$10.00

Order early. Shipped in May and June only.

BOXES FOR LILIES AND POOL PLANTS

We offer two sizes of clear Cypress Water Lily Boxes to use in pools. Made of $\frac{7}{8}$ " Cypress or White Pine, free from sap, will last many years in your pool. Can be used for Water Lilies, Lotus, and Bog Plants. Outside dimensions are given. F.O.B. Cincinnati.

	Top	Bottom	Depth	Price Each
Small Size.....	12 x 12"	9 x 9"	8"	\$1.65
Large Size.....	18 x 18"	15 x 15"	10"	\$2.50



These photographs, taken at "LAKEVIEW," show the remarkable development of the Victoria Regia Water Lily.

A FEW WORDS ABOUT... LAKEVIEW AQUATIC FARMS

America's Oldest Fancy Goldfish Farm

OUR BUSINESS was established in 1892. Today, as a result of FIFTY YEARS' experience, we can give you quality products that are unsurpassed and which are sure to please you. The building shown here is a complete modern unit affording us facilities for year 'round shipping of Goldfish and Aquatic Plants, and other items as they are in season.

It contains our Office, Shipping Room, Display Tanks, and a Greenhouse for Water Lilies and plants for pools and aquariums. We carry one of the most complete assortments of Water Garden Supplies in the U.S.



OUR MAIN FARM is in the northwest section of Cincinnati at 5579 Colerain Ave. (U. S. Route 27), opposite the Church of The Little Flower, in Mt. Airy, a suburb of Cincinnati.

We are only eight miles northwest of Fountain Square, on a new concrete road (Route 27).

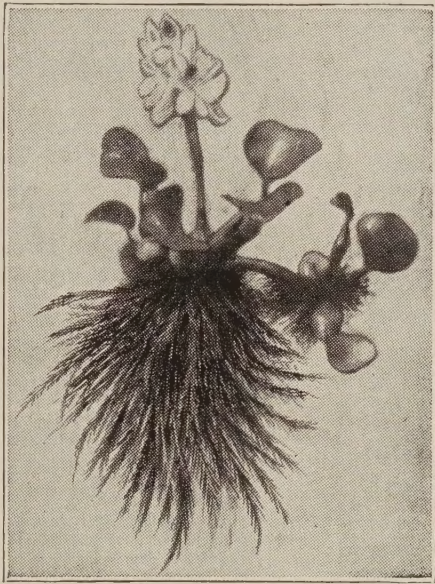
Open daily, 8 to 5:30 including Sundays and holidays in April, May

and June only same hours. Other Sundays and holidays, 10 to 12 noon or by appointment only. Telephone KIrby 2036; if no answer, MUltberry 2768. There is ample parking space near Fish Building at end of drive.

Lakeview Water Hyacinths

LAKEVIEW Water Hyacinths are the finest plants in the world for Goldfish to spawn on in outdoor pools. Seemingly these plants were made by Nature for this purpose for their roots are perfectly formed to receive and protect the eggs of Goldfish.

No pool is complete without Water Hyacinths, and to raise baby Goldfish there is no surer way to success than by getting six or more Water Hyacinths each Spring. Water Hyacinths are annuals in all States except the extreme Southern fringe of the U. S., but they will more than repay you for your small investment, by multiplying as much as twenty-fold in your pool during the Summer, and by producing dozens of fine blossoms if kept in a sunny, shallow part of the pond. Plants should be sprinkled at times.



This cut shows the beautiful orchid-like flower, the feathery, luxuriant roots so excellent for receiving goldfish spawn, and also a small plant developing from a runner.



The pool shown above is owned by Mr. V. E. Wittrig, of Washington, Iowa. Mr. Wittrig writes: "We started six of your Water Hyacinths last Spring and had over 100 plants by late Summer. Some days we had as many as 30 blossoms!" This is just one of many similar testimonials on LAKEVIEW WATER HYACINTHS, famous for their vitality and productiveness.

15c each, 4 for 50c, \$1.50 per dozen

NOTE—For planting instructions see free circular supplied with all our plants.

To Our Customers and Friends:

With this new Edition of "THE GOLDFISH POOL" we at LAKEVIEW greet our many Customers and Friends throughout the United States, and we wish to express our appreciation for your valued patronage.

We pledge the continuation of QUALITY and FAIR DEALING with service to the best of our ability. We would like to serve you this year and for years to come.

We list many new, attractive and inexpensive items and we suggest that YOU PLACE YOUR ORDERS AS EARLY AS YOU CAN, so that shipments may be reserved and made at the proper time.

Other Floating Plants

WATER LETTUCE OR SHELL FLOWER

(Pistia Stratiotes) — (No. 3 on cut, page 10)

This is a plant similar to the Water Hyacinth in habit, but rarer. Water Lettuce is a resette of delicate, soft downy leaves averaging 4 to 10 inches in diameter. The flower is inconspicuous, but the leaves are extremely attractive.

15c each \$1.50 per dozen

Same as above—Giant sized plants 8 to 10 inches in diameter.

35c each 3 for \$1.00

FLOATING PLANT COLLECTION

Nine choice Floating Plants in two varieties, six Water Hyacinths and three Water Lettuce, postpaid in the U. S. \$1.50



"ATTRACTION"
Finest Red Hardy Water Lily

WHITE

ODORATA—A native American Water Lily. It is a vigorous, prolific grower and has especial merit in outdoor ponds. Being the most inexpensive of lilies, it is a good variety to experiment with or to plant where quantity is needed for effect. Flowers are pure white and quite attractive. **.65c each.**

MARLIAC WHITE (Albida)—A very desirable white lily. The stamens are light yellow, sepals touched with pink, blooms continually through the season. Leaves are light green on top, dark red underneath while young. Beautifies any pool. **\$1.50 each.**

GLADSTONE—This is one of the finest pure white lilies. It bears an abundance of dazzling white flowers, 6" to 8" in size, having broad petals and yellow stamens. It is a very strong grower. **\$2.25 each.**

YELLOW

MEXICANA—A hardy lily with a unique method of reproduction by runners. It also forms bunches of small bulbs (shaped like tiny bananas) which enable it to resist freezing and drying up after a season's growth. We recommend it for its curious habits. It is a shy bloomer but will do well in large, shallow lakes or ponds. Flowers are light yellow. Leaves dark green with red blotched undersurface. **75c each**

CHROMATELLA—This is considered one of the finest hardy yellow water lilies that is grown. Canary yellow petals, deep yellow stamens and beautiful mottled green and brown leaves. A prolific bloomer until frost. **\$1.85 each.**

SUNRISE—An enormous and very fine yellow of recent introduction. As its name suggests, Sunrise is an early bird among the water lilies and opens its large Chrysanthemum shaped flowers early in the morning. Petals are long, narrow and crinkly, leaves very oval with wavy edges colored dark green above and red flecked with dark red brown below. This is an aristocrat of Hardies. **\$3.00 each**

RED

CONQUEROR—A choice Red Lily, similar to "Attraction." We recommend Conqueror and are pleased to be able to offer it at this low price. **\$2.25 each.**

GLORIOSA—Flowers are dark carmine red, beautifully formed and very fine for cutting, as they will open four or five days when floated in a bowl (as all water lily blossoms should be shown when cut). Flowers are delightfully fragrant and are produced continuously throughout the season. The leaf spread of Gloriosa is smaller than "Attraction," but its flowers nearly as large, so that it is better adapted to smaller spaces than "Attraction." **\$2.75 each.**

ATTRACTION—This is one of the Aristocrats among Water Lilies. For several years no lily has been more greatly admired at LAKEVIEW than a group of Attraction lilies which are continually in bloom with gorgeous dark red flowers 6" to 8" in diameter. The dark red of the petals is a stunning background for the striking yellow center and stamens of the flower. The blossoms of "Attraction" are among the finest hardy water lilies used as cut flowers. **\$2.75 each**

Hardy Water Lilies

Lakeview Water Lilies Are Sure To Please

ONE or more specimens of the Hardy Water Lilies (Genus *Nymphaea*) should be in every pool. Fish and plants belong together and each profits by the other's presence. Lily leaves shade the Goldfish on hot Summer days, and the fish in turn reciprocate by eating up the bugs as rain (or your hose) washes them from the surface of the leaves. Water Lilies will adjust themselves to small changes in water level. If their general requirements of rich soil, shallow water and sunny location are met, very little attention will be necessary thereafter.

The varieties we list here are quite hardy and well adapted for pools or ponds. They begin to flower very early in the season. In our vicinity blooms begin to appear in April and continue steadily until October. All lilies properly tagged when shipped.

PINK

ROSE MAGNOLIA—A free blooming fragrant pink lily, good for natural ponds as well as pools. Flowers stand up out of the water. **\$1.35 each**

W. B. SHAW—A vigorous, strong growing, fragrant lily of rich rose pink color which blooms continually. Good for use in natural ponds or pools. **\$1.50 each**

MARLIAC ROSE—A choice light pink lily of the same race as Chromatella (Marliac Yellow) and Marliac White. Good for cut flowers as the bloom lasts several days when cut. **\$1.75 each**

PINK OPAL—A new variety and a bright jewel of color. Pink Opal bears deep, rich pink, full, cup-shaped flowers held a little above water. It is good for cutting and well suited for large or small pools. **\$1.75 each**

HELEN FOWLER—A freely flowering deep pink lily, bearing flowers on a stiff stem above water. It is the best hardy pink lily for cut flowers and is suited to a small pool or tub, as leaves are not large. **\$1.75 each**

ROSE AREY—A beautiful deep cerise pink, large flowers with pointed petals. One of the choicest pink Hardies grown. Flowers up to 8" **\$1.75 each**

APRICOT (Changeable Color)

PAUL HARIOT—A very choice lily suited to small spaces bearing an abundance of flowers. The first day they are a light yellow, then change to rose pink and then to a deep copper red. Flowers of different ages present a different appearance. This lily does well **\$2.00 each**

COMMANCHE—The largest and finest of the changeable hue apricot colored varieties. Vigorous, free flowering and with the unusual habit among hardy lilies of holding its flowers above water. **\$2.75 each**

THE SACRED LOTUS

We have all heard of the Sacred Lotus of the ancient Egyptians. Today these plants are available exactly as they grew four thousand years ago. The plants are hardy and grow under the same conditions as the hardy water lilies, or as shallow water plants.

EGYPTIAN LOTUS (*Nelumbium Speciosum*)—The Lotus of the ancient Egyptians. It has immense fragrant pink flowers and is hardy. **Tubers, \$2.50 each. Potted plants, \$3.50 each.**

AMERICAN LOTUS (*Nelumbium Lutea*)—A superb variety native to some of our Southern and Southwestern States. Flowers are 8" to 10" diameter, light golden yellow color. **Tubers, \$2.50 each. Potted plants, \$3.50 each.**

DOUBLE FLOWERING ROSE LOTUS (*Nelumbium Roseum Plenum*)—Beautiful double flowers of deep rosy red. **Tubers or Potted Plants \$3.50 each**

PLEASE NOTE. Lotus is supplied as a tuber during May. Later in the Spring the plants have grown too much to be moved safely without their soil, and are then furnished as potted plants.

Gorgeous Tropical Water Lilies

NEW DAY-BLOOMING VARIETIES

EACH year this group of magnificent flowers becomes more popular. Garden lovers often strive hard with other plants to receive their reward of only a few flowers. Here what rich rewards await the Water Gardener! These plants are the Aristocrats of the Water Garden; their numerous flowers the most gorgeous of all aquatics. The twelve varieties listed on this page are the finest available in the U. S.

BAGDAD—A truly spectacular plant with very colorful large mottled green and plum colored leaves and giant lavender blue flowers. BAGDAD is a strong viviparous plant which will thrive under conditions not suitable to the more "warm blooded" tropicals. Its leaves and flowers will form a magic carpet in your pool. BAGDAD is outstanding anywhere! **\$3.00 each**

DIRECTOR G. H. MOORE—An extremely floriferous lily, producing very many medium sized leaves and lovely royal purple flowers. This plant strives to have many flowers continuously in bloom! It was featured in a full colored photograph in *Saturday Evening Post* during the 1941 season and is destined to be one of America's Favorite Water Lilies. **\$3.00 each.**

MIDNIGHT—The first double flowered water lily ever produced. An absolutely "new break" with all the stamens replaced by petals making a dark blue rosette in the center of the flower. The flowers are small, dark violet and open very early in the day. A hybrid of N. Colorata, it has numerous leaves and is very floriferous. **\$3.00 each.**

SUNBEAM—This is the first pure yellow, viviparous, day blooming, tropical water lily. It has excellent size and shape and is darker yellow than any previous yellow tropicals. It is a distinct advance in the yellow water lilies and a magnificent plant. Careful propagation of stock during past few years enables us to offer a limited number at the low price of **\$3.75 each.**

TALISMAN—A strong, viviparous, tropical day blooming water lily named after the Talisman Rose because it possesses the same brilliant combination of yellow suffused and overlaid with pink. The flower is large, clear, light yellow ground color strongly suffused and overlaid with pink giving an apricot effect. Limited stock, but a remarkable flower at **\$2.75 each.**

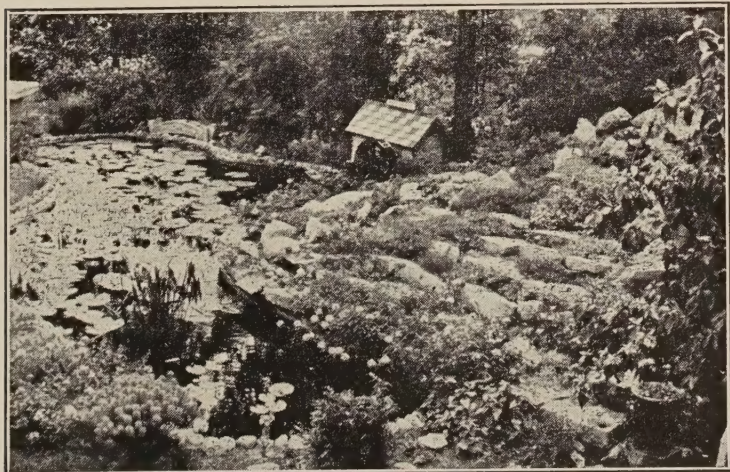
MRS. GEO. H. PRING—One of the most popular White Tropical day bloomers. Flowers 8 to 10 inches across under favorable conditions, but can be used in small pools, too. **\$2.50 each.**

GENERAL PERSHING—This lily, named after our famous war general, is considered the finest of all pink Tropical Lilies. The flowers have splendid size and are a pale rose purple in color. They are delightfully fragrant and open early in the morning. Buds are dark green striped with purple. Leaves dark green blotched with pink beneath. **\$2.50 each.**

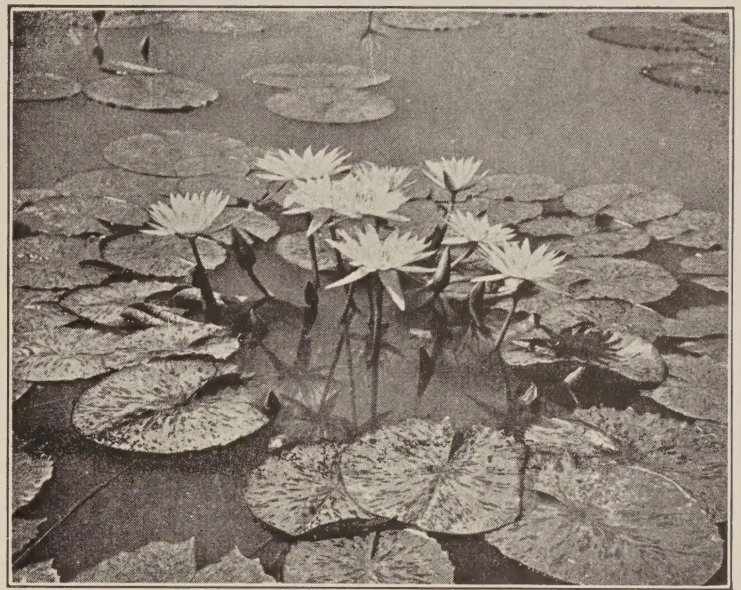
MRS. EDWARDS WHITAKER (Var. gigantea)—This is the largest flowering day blooming water lily, and where well fertilized and given plenty of room for roots and leaves, will produce flowers over a foot across, and plenty of them. The flowers are a lavender blue which shades into a pale blue as the blossoms age. Leaves are light green, occasionally spotted with dark purple beneath. **\$2.50 each.**

BLUE BEAUTY (Or Pennsylvania)—This is one of the largest selling Blue Tropical Water Lilies. Produces many deep blue flowers with yellow stamens and centers. Open during the day. Size up to 10 inches diameter when amply nourished. **\$2.50 each.**

AUGUST KOCH—This is one of the older viviparous day blooming lilies. Flowers are lavender-blue with gold stamens, about 6" to 8" in size. The plant is very satisfactory for Northern conditions. One of **\$2.75 each.**



MANY Goldfish Pools are built as a part of, or in conjunction with, a Rock Garden, and indeed these two forms of Gardening do blend most harmoniously in certain settings.



Tropical Water Lily—Bagdad

NIGHT-BLOOMING VARIETIES

MISSOURI—This is acknowledged the finest white night blooming water lily. It was recently developed by the Missouri Botanical Gardens. The flowers when fully developed measure 10 to 14 inches across. Leaves are dark green suffused with copperish brown. The margins are distinctly fluted. Flowers open 4 to 5 nights during August, from 7:00 P. M. to 11:00 A. M. It is outstanding in any pool. **\$2.75 each.**

H. C. HAARSTICK—A beautiful new brilliant red night bloomer with very distinctive dark copper red leaves. A strong grower, a sturdy plant and one of the very best. **\$2.75 each.**

PLEASE NOTE:—Tropical Water Lilies are grown in Greenhouses in heated tanks which duplicate Summer conditions. The lilies are not placed in pools in the Cincinnati area until the last week in May when weather is warm and settled. We can ship to Florida and the Far South in April, other Southern States may receive their plants early in May; Northern States about June 1 to 15. We will guarantee the growth of our Tropical lilies when shipped at proper planting season only. We will however ship to Greenhouses or for inside use earlier upon request but can guarantee only that they will arrive in good condition — the growing depends on your conditions.

MONEY-SAVING COLLECTIONS OF HARDY WATER LILIES

"BEGINNERS" COLLECTION No. L1

Odorata, Chromatella, and Rose Magnolia. Three hardy lilies, a white, a yellow, and a pink. **\$2.95**
Special Price for Collection.

"RED AND GOLD" COLLECTION No. L2

CONQUEROR—Choice Hardy Red. **\$3.45**
CHROMATELLA—Hardy Yellow.
Special Price for Collection.

"RED, WHITE AND GOLD" COLLECTION No. L3

Special Price for Collection.

CONQUEROR—Choice Hardy Red. **\$4.75**
MARLIAC WHITE—Choice Hardy White.
CHROMATELLA—Choice Hardy Yellow.

If out of any of these plants we reserve the right to send another of the same color and equal value. Shipping Weight 4 lbs. per collection. Add postage.

Beautiful Hardy Goldfish for Aquariums and Outdoor Pools



COMETS

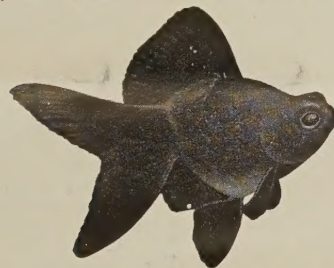
The Comet is an American variety which was developed from the Common Goldfish, but it is characterized by a thin graceful body and long single tail. It is very quick in its movements and a splendid fish for pools. Colors are red and white, orange and black, all red, all gold, or all white. Mixed colors are given as they come.

*4 to 5 inches.....	pair, \$.50 — per doz., \$2.50
*5 to 6 inches.....	pair, .80 — per doz., 4.00
*6 to 7 inches.....	pair, 1.20 — per doz., 6.00

YOUNG GIANT GOLDFISH

Pool owners who want some BIG ones will be delighted with these special offerings of Giant Goldfish. All large fish must be ordered early, as they are hard to ship during warm weather.

*Young Giants, 7 to 8 inches.....	each, \$.75
*8-9"	each, 1.25
*Giants, 10 to 12 inches.....	each, 2.50



CHINESE MOORS

These are the grotesque, but very popular "Goggle Eyes" or "Pop Eyed" Goldfish, commercially known as "Telescopes." Chinese Moors are the only members of the Goldfish family to develop the true "Black Velvet" color, and this color has never been transmitted to any other fish without the Telescope eye. Body and fins are nearly all of the Fantail type, though a few come as the Nymph type. All fish of choice quality. (Extra large specimens, \$2.00 to \$5.00 each.)

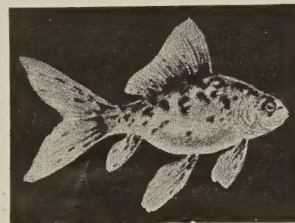
2 to 2½ inches.....	pair, \$.40 — per doz., \$2.40
2½ to 3 inches.....	pair, .60 — per doz., 3.60
*3 to 3½ inches.....	pair, .80 — per doz., 4.80
*3½ to 4 inches.....	pair, 1.20

LAKEVIEW BREEDS FINE FISH

Lakeview Goldfish are top quality from carefully selected breeding stock. Sizes are the over all length of fish from nose to end of tail. The word "Pair" as used here means two fish, not necessarily male and female. Six of a size are sold at dozen rate. All grades marked (*) are large enough to spawn first year spent in an outdoor pool. All varieties of goldfish will inter breed. If mated Pairs are wanted they can be supplied from March 15 to May 15 at 50% extra cost. We cannot be responsible for results in breeding. Several pairs should be bred together for best results.

GOLDFISH and Aquatic Plants go together in Nature; and, in fact, the Goldfish are an essential part of a Water Garden. Not only are the fish a source of interest and pleasure, but they are helpful in maintaining healthy conditions, because they eat up certain destructive bugs, worms, etc., and they are a public benefaction in all pools and ponds, for no mosquito larvae will ever survive in a well-stocked Goldfish Pool!

All our Goldfish are grown out of doors in natural clay bottom ponds. They have spent their entire lives out doors and easily survive the ice and cold of Winter. You can select any of the grades we list with complete assurance that they are strong and healthy fish in the best condition for shipment.



SHUBUNKINS

These are the attractive mottled or "Calico" fish with single tail. Colors are red, white, blue, lavender, orange, purple, black, at times all on the same fish. Every fish differently marked. Very attractive, sturdy and much sought after for pools and aquariums.

2½ to 3 inches.....	pair, 30c—per doz., \$1.50
3 to 4 inches.....	pair, 50c—per doz., 2.50
*4 to 5 inches.....	pair, 80c—per doz., 4.00
*5 to 6 inches.....	pair, \$1.20

24 CHOICE FISH

As shown here (4 of each kind), all choice 4 to 5 inch size adult fish, old enough to spawn. Also 4 Water Hyacinths and 1 big 8-oz. can Lakeview Goldfish Food for Pools. Collection No. G-8 All for only \$9.50



HARDY GOLDFISH

These fish are bred from selected strains of the most popular, Hardy Goldfish. They are the cheapest, toughest, and most prolific of all Goldfish varieties, and are unsurpassed for use in larger pools and ponds. Adults grow to be 12 to 14 inches long when kept in large ponds. They come in assorted colors, including black and gold, red and white, all white. Mixed colors given as they come.

2½ to 3 inches.....	pair, 20c—per doz., \$1.00
3 to 4 inches.....	pair, 30c—per doz., 1.50
*4 to 5 inches.....	pair, 40c—per doz., 2.00
*5 to 6 inches.....	pair, 70c—per doz., 3.50
*6 to 7 inches.....	pair, \$1.00—per doz., 5.00

GOLDFISH COLLECTIONS

All fish for our Collections are carefully selected for quality. You will be well pleased with any of our collections. There is no charge for shipping cans used for special collection orders, but cans are to be returned as per regular terms on order blank. Goldfish are sent by Express Collect. (*Indicates fish large enough to spawn.)

GOLDFISH POOL COLLECTION No. G1 (For a Small or Medium Pool)

*14 Selected Goldfish and Comets.....	(4-5")
4 Fantails.....	(2½"-3½")
4 Chinese Moors.....	(2½"-3½")
4 Shubunkins.....	(3½"-4")
*4 Large Goldfish, asst. colors.....	(5-6")

30 Choice Goldfish
Collection No. G1 **\$7.50**

GOLDFISH POOL COLLECTION No. G2 (For a Large Pool)

50 Selected Goldfish and Comets.....	(3-4")
*20 Large Goldfish, assorted colors.....	(4-5")
12 Fantails, assorted colors.....	(2½"-4")
6 Chinese Moors and Asst. Telescopes.....	(2½"-4")
6 Shubunkins.....	(3½"-4")
*6 Young Giant Goldfish.....	(7-8")

100 Choice Goldfish
Collection No. G2 **\$17.50**

(Large Shipping Can to be returned)

GOLDFISH COLLECTIONS ARE AVAILABLE ONLY FROM NOVEMBER 1st TO JUNE 1st.
If out of any fish in collection we reserve the right to include another of equal value.

MIXED FANCY GOLDFISH

In this group you may have some Fantails and a mixture of several varieties of Fancy Goldfish such as the Black "Pop Eyed" Chinese Moor, Fantails, Shubunkins, etc.

*2½ to 4 inches.....each, 30c—per doz., \$3.00

GOLDFISH POOL COLLECTION No. G3

One-half the number of fish in each group of Collection No. G2,
A nice assortment for a medium sized pool.

50 Choice Goldfish
Collection No. G3 **\$9.75**
(Shipping Can to be returned)

Tazewell, Va.
"I want to thank you and compliment you on the nice shipment of fish that you sent me. I have ordered fish from a number of different places, but I have never gotten anything like you sent me for the same amount of money. I certainly know where to go to get my money's worth now."

H. W. POBST.
Springfield, Ill.

"Recently I placed an order with you for fish and they arrived in fine condition and I am taking this opportunity to congratulate you on the fine way in which you manage your business. Wishing you success,

I remain,
M. D. WING.



FANTAILS

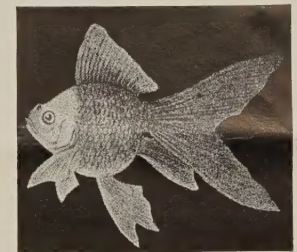
Our Fantails and other Fancy Fish are known throughout the Wholesale Trade for their very choice quality. These fish are characterized by a deep, plump body and well-developed fins, and a double or "Fan" tail. Colors are all red, all gold, pearl (or white), black and red, pearl and red. Mixed colors are given as they come. (Adults grow to 6 or 7 inches.) (Extra large specimens at \$2.00 to \$4.00 each.)

2 to 2½ inches.....	pair, 30c—per doz., \$1.80
2½ to 3 inches.....	pair, 50c—per doz., 3.00
*3 to 4 inches.....	pair, 70c—per doz., 4.20
*4 inches.....	pair, \$1.20

CALICO FANTAILS

Body structure of these fish is the same as Fantails, but they have invisible scales and come in the "Calico" colors of the Shubunkin. They are beautiful fish, will grow to 6 to 7 inches in size and are now considered hardy. (Extra large fish, \$2.00 to \$5.00 each.)

2½ to 3 inches.....	pair, \$.70
*3 to 4 inches.....	pair, 1.00



NYPHS

(Choice Specimens Only)

These fish have the deep bodies of the choice Fantails with a single tail. Choice specimens are highly prized by fanciers, and come in the same colors as Fantails.

2½ to 3 inches.....	pair \$.40—per doz., \$2.00
3 to 4 inches.....	pair .50—per doz., 2.50

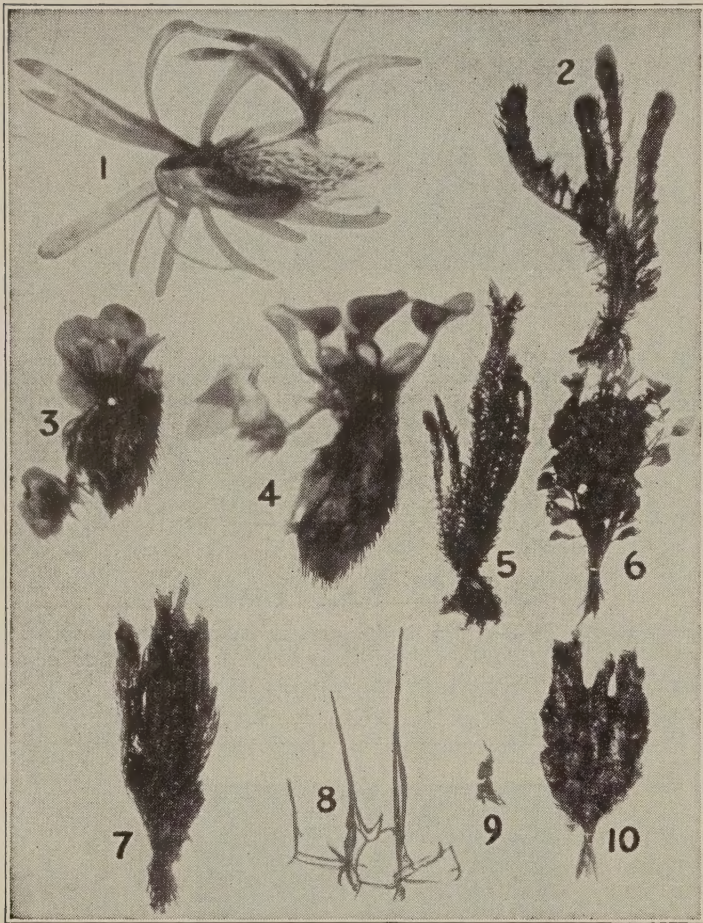
TERMS FOR GOLDFISH SHIPMENTS. (Please read)

We guarantee live arrival of goldfish shipments during the cool part of the year, from Oct. 15th to June 1st, and to extreme Northern points of U. S. until June 15th. No shipments are guaranteed between June 15th and Oct. 15th. During the warm months we ship at buyers risk only.

Goldfish must be shipped by express. A small light 3 gallon can will ship 18, 2 to 3" goldfish, (Add 50c to pay for can.) A 5 or 6 gallon can is used for 30 small fish (Add 50c to pay for can) these cans are not returnable. Large orders and large fish ship best in special large cans same as we use for dealer trade, these cans must be returned immediately by prepaid express 31c, special rate from any point in U. S. Do not return by freight. All shipping charges to be paid by customer.

In case fish are received in bad condition we will make one replacement (Express charges to be paid by you) if you mail us the Express Company Received in Bad Order Form and return our shipping can, if it was to be returned. Losses of 50c or under should not be forwarded to us as we always include some extra fish.

Aquatic Plants for Aquarium and Pools



Plants shown on cut one-sixth natural size. Nos. 1 *Sagittaria Sinensis*, 2 Parrot Feather, 3 Water Lettuce also called Shell Flower, 4 Water Hyacinth, 5 *Anocaris*, 7 *Myriophyllum*, 8 *Valisneria*, 10 Cabomba. Best Plants for Aquariums No. 1-5-7-8-10.

SAGITTARIA SINENSIS—Stiff strap-like leaves of dark green color. A large showy plant 6-8" tall. Excellent oxygen producer. Plant under water. **15c each. 2 for 25c**

Sagittaria Subulata—Small growing with stiff grass-like leaves much smaller than *Sinensis*. Excellent oxygenator and good for bottom of aquariums. **4 for 25c**

VALISNERIA—a grass-like plant, for aquariums. Reproduces with creeping runners, same as *Sagittaria*. Available year round. Fine for tropical fish and all aquariums. **3 for 15c. 6 for 25c**

MYRIOPHYLLUM—The largest selling bunched plant for the winter months. Available November to June 1, and most satisfactory when in season. Our standard when Cabomba is out of season. **15c per bunch. 2 for 25c**

ANACHARIS GIGANTIA—Splendid oxygenator for aquariums, and does nicely without much light **15c per bunch. 2 for 25c**

CABOMBA—This is the best known of all aquarium plants and is now available the year round. The plant is relished by Goldfish and many Tropicals and helps keep them in good condition. **15c per bunch. 2 for 25c**

CRYPTOCORYNE—This is one of the rarer underwater plants suited to aquariums. It will grow in deep shade, and is well suited to indoor use, hence highly recommended for aquariums and very decorative. Under water plant. **35c each. 3 for 1.00**

MONEY-SAVING COLLECTIONS OF POOL PLANTS

Collection of 10 shallow water plants, representing at least 5 varieties, of our selection. All choice plants. Collection No. P1.

\$1.95

Collection of 20 shallow water plants, representing at least 8 varieties, of our selection. All choice plants. Collection No. P2.

\$3.45

COLLECTION OF OXYGENATING PLANTS

No. 01—A special selection of underwater plants suitable to 10-15 gal. aquariums or small pool. Our selection of best varieties in season. 10 plants. Collection O1.

\$1.25

Shipping weight, 4 lbs. . per collection. Add postage.

Plants listed in this column are the best of the Shallow Water Plants for pools.

FLOATING PLANTS

WATER HYACINTH—"The Queen of Aquatic Plants"—Cut shows how plants multiply by runners. The largest selling pool plant in the United States, because best for goldfish to spawn on. Special low prices April to November. **15c each—\$1.50 doz.**

WATER LETTUCE (*Pistia stratiotes*) Also called Shell Flower. A very attractive plant similar to Water Hyacinth in habit of growth. It multiplies by runners and greatly resembles the rock plant known as "Hen and Chickens" as young plants surround the mother. Does well in shade or part sun. Flowers inconspicuous but leaves very attractive. **15c each—\$1.50 doz.**

TALL GROWING VARIETIES

The following are tall growing shallow water plants, which are best for corner or center decorations in pools, or can be used in clumps at edges of ponds or pools. Asterisks indicate depth to plant roots under water: (*)=water level; (**) = 2 inches under water; (***) = 6 inches under water.

NOTE: Any of the following plants priced 20c each will be sold in lots of six of one kind for \$1.00.

CATTAIL (*)**—An old familiar plant and still a favorite for pool planting. Shallow water and plenty of rich soil will grow these graceful leaves and spikes to 5 feet in height. **20c each**

INDIAN ARROWHEAD (*)**—Very distinctive leaves shaped like an arrowhead held aloft on a stem from 1 to 3 feet above water. In rich soil and shallow water the plants thrive and are quite hardy. Spikes of snow-white flowers with close yellow stamens add to its attraction. **20c each**

SWEET FLAG (*)** Variegated (*Acorus calamus variegata*) — A choice hardy plant with Iris-like leaves 2 to 3 feet tall, striped green and ivory. Very showy when used in group planting. (Hardy.) **20c each**

YELLOW FLAG ()** (*Iris pseudacorus*)—A tall swamp Iris which likes to grow in wet ground (but not more than 2 inches under water). It produces broad yellow flowers of the Japanese Iris type, and is hardy. **20c each**

BLUE FLAG ()** (*Iris versicolor*)—Swamp Iris. Same as the yellow flag described above, except this variety has blue flowers. Plant same as Yellow Flow. (Hardy.) **20c each**

PICKEREL PLANT (*)**—An attractive marsh plant with frequent spikes of pleasing purple flowers. Plant in shallow water and it will grow luxuriantly and bloom all summer. Leaves are heart-shaped—about 1 to 2 feet tall. (Hardy.) **35c each**

UMBRELLA PALM (*) (*Cyperus alternifolius*)—This is the old favorite Umbrella Plant. A well-known shallow water plant used mainly for pools. These are choice Greenhouse Grown Plants from 2½-inch pots. Will grow very large during the Summer, but must come in for Winter. **35c each. 3 for 1.00**

WATER CANNA (*)**—A very handsome and useful plant with leaves similar to Cannas and with tall spikes of purple flowers which later change to purple seeds. It is quite hardy and does well in water not over 12 inches deep when planted in good soil. Its height of five to seven feet makes it well suited for corner or center decoration. (Hardy.) **75c each**

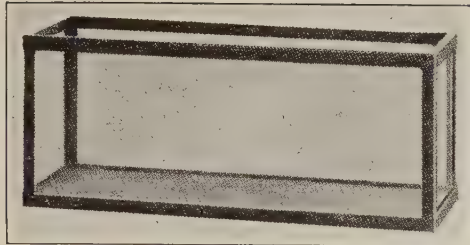
CREEPING VINES

WATER POPPY (*)** (*Hydrocleis nymphoides*) — A dainty rooted plant which sends up floating leaves and bears yellow flowers similar to the California poppies. Plant in shallow water same as a small water lily. Water Poppy can also be used for inside aquariums if planted in small pots, but develops better outdoors. (Not hardy in Northern States.) **15c each**

PARROT FEATHER (*)** (*Myriophyllum prosperpinacoides*)—A species of *Myriophyllum*, good for aquariums or pools. Leafage above and below water. In pools, plant at the edge in very shallow water, so its long runners will give beautiful coverage. Available April 15 to November 15. Must be planted at once on receipt. (Hardy.)

Furnished in bunches, **15c each**

CREEPING WATER HYACINTH (*)**—A vine of entirely different habit from the regular Water Hyacinth, and a steady bloomer, with dark purple flowers similar to the regular Water Hyacinth and with similar dark green glossy leaves. Available May 15 until frost. (Not hardy in Northern States.) **50c each**



STAINLESS STEEL AQUARIUMS

Here are five popular sizes in Modern Stainless Steel Aquariums long lasting, well made, always good looking. Glazed with clear glass slate bottoms and dark plastic cement.

SHIPMENTS EXPRESS COLLECT

	Size	Capacity	Each
No. 76	7x12x9	3 Gal.	\$ 4.50
No. 77	8x14x10	5 Gal.	5.50
No. 86	10x20x12	10 Gal.	9.50
No. 89	12x24x12	15 Gal.	13.50
No. 95	12x30x12	20 Gal.	19.95
No. 402	12x36x16	30 Gal.	41.65
No. 409	18x36x18	50 Gal.	74.50

NOTE: Feed and drain attachments for running water available. Also aerators, pumps, and filters for circulating water, and other sizes of aquariums up to 50 Gal. capacity. Prices on application.

TWISTED IRON STANDS FOR AQUARIUMS ABOVE

Stand for No. 86	\$13.75
Stand for No. 89	15.75
Stand for No. 95	16.40
Stand for No. 402	18.95

ALL GLASS AQUARIUMS

We can supply two sizes rectangular all glass aquariums made of clear glass which shows fish nicely without distortion. American made, packed two to the carton.

2 Gal. 11x7x6	1 only \$1.95; 2 for \$3.30
3 Gal. 12x8x7½	1 only 2.95; 2 for 5.20

NOTE — All aquariums are packed in special air cushioned cartons or are well crated and delivered to the Transportation Co. in good condition. If damage is found, claim must be made by buyer to the carrier.

AQUARIUM CEMENT

Lakeview Aquarium Cement is the best obtainable. It is black in color, ready to use, and will stay elastic so that the glass may expand and contract without cracking. With this cement it is easy to repair breaks or leaky aquariums at home. (Add Postage.)

Furnished in 1-lb. cans. 50c each

NETTING—We can supply a very good grade of cotton netting, the same as we use in our Goldfish nets, seines, etc., ¼" mesh, 36" wide, per lineal foot, 95c

POOL PAINT, ETC.

LAKEVIEW POOL PAINT is a special non-poisonous under-water concrete enamel for pools. It is sky blue in color and will add to the appearance of a pool, stop porosity of cement and seal minor cracks. Apply with a brush, giving the pool two coats, allowing 24 hours between coats. Covers 450 square feet per gallon one coat. Directions on can.

Per Quart	4 lbs.	\$1.50
Per Gallon	11 lbs.	5.25

POOL CAULKING COMPOUND is light in color and will permanently seal minor cracks in pools. Retains its elasticity indefinitely. Clean out cracks well and apply with knife or spoon when pool is dry.

Per 1-lb. can . . . 75c each

Cheapest way to ship these items is by Parcel Post. Please note weights and include sufficient postage.

Lakeview



Fish Foods

LAKEVIEW FISH FOODS

Lakeview Five Fishes Brand Fish Foods contain the best ingredients obtainable and are carefully packed. You can use Lakeview fish foods with the satisfying knowledge that you are not only giving your fish the best food obtainable, but that you are saving money because of the generous size modern packages and the low prices at which it is sold. So ask for "Lakeview Foods" and treat your goldfish well!

WAFFER FOOD

Large Size \$.15

NATURAL FISH FOOD

1½-oz. Shaker can15

NATURAL FISH FOOD

Giant ½ pound size35

NATURAL FISH FOOD

Super Giant 4-pound size 1.65

TROPICAL & BABY GOLDFISH FOOD

1¼-oz. Shaker can20

TURTLE FOOD

Generous size can15



Note: Mail Orders for foods must total 50c or more, and must include additional funds for postage.

Snails, Scavengers, Etc.

Snails and Tadpoles should be in every aquarium or pool. They are the cleanup squad and help to maintain healthy conditions by eating decayed matter and surplus food as well as some of the algae and green scum, etc. The following are the most popular.

GREENFROG TADPOLES—These are the green frogs in the tadpole state. They will become frogs during the summer. Meanwhile they are scavengers and eat decaying matter. Tads must be shipped in a can with water, but we make no extra charge for it for this purpose.

60c per dozen

BABY GREEN TURTLES—About two inches in diameter beautifully marked with red, green and yellow. The underpart of their shells is curiously marked, every turtle seemingly with a different pattern. Should be kept in their own small bowl with a stone to crawl out of the water and rest on.

35c each. 3 for \$1.00

BLACK RAMSHORN SNAILS—These are very similar to the Red Ramshorn Snails, but are much more hardy and are very prolific. Good for aquariums or pools. Sizes about ½".

5 for 25c. 50c per dozen.

TRAP DOOR SNAILS (formerly called Japanese Snails)—These are the largest of the aquarium snails and are entirely hardy in a pool. The young snails are fully formed when released by the parent. Active eaters of algae and green scum.

3 for 25c. 75c per dozen.

RED RAMSHORN SNAILS

These are very active algae eaters and show up at their best in a well planted aquarium. The body and shell are coral red. They grow to be about 1 inch in diameter. Rare and desirable.

Size about ½", 15c each. 1.50 per doz.

SPECIAL NOTICE—LABORATORY SPECIMENS

We supply specimens for Biology and Zoology Depts. of Schools and Colleges. Write us your needs in our line. We will quote special prices on larger quantities.

COLLECTIONS OF SCAVENGERS

FOR A SMALL OR MEDIUM SIZE POOL

Shipped in a can with water, Express Charges Collect! 10 Tadpoles, 10 Trapdoor Snails, 10 Black Ramshorn Snails. Includes shipping can and 30 Scavengers. **\$1.70**

Collection No. S1

FOR A LARGE POOL

Double the above collection with 2 extra frogs. Includes shipping can and 62 Scavengers. **\$3.50**

Collection No. S2

Shipping Methods and Terms of Sales

THE use of our Order Blank will be of assistance to you, and to us. Please fill out all the information requested, so as to avoid delays and mis-shipment. If you write regarding your pool or aquarium, always use a separate sheet of paper.

HOW WE SHIP—We prefer to ship all perishable or fragile articles by Express Collect, but plants and small supplies can be sent by Parcel Post when specifically requested, and when additional funds are sent to cover the postage charges. Add 10% of the amount of the order wanted by Parcel Post, except points west of Rocky Mts. add 20%. Include 25c for Handling and Packing charge on all orders under 2.50.

ORDER EARLY—To be sure that you will get everything that you want, we request that you order early in Spring, as it is impossible to carry our complete line of fish and and plants through the entire Spring Season. The articles ordered will be reserved for you and shipments made at the proper time for your locality. **TROPICAL LILIES** will not be shipped to any of the Northern States until end of May, as weather conditions do not permit safe planting until then.

GUARANTEE ON FISH, ETC.—We are not liable for damage or loss that may occur due to delay or mishandling on the way but we will nevertheless guarantee live delivery of Goldfish and Scavengers (negligible losses excepted) to all points, as per terms on Page 9.

GUARANTEE OF PLANTS—We guarantee to ship you best quality plants true to name and to have them arrive in good condition. Furthermore, if you will give our water lilies proper planting attention on receipt, we **WILL GUARANTEE ALL HARDY AND TROPICAL WATER LILIES AND POTTED LOTUS TO GROW** when shipped at proper planting time.

We know that you will not expect this guarantee to include any replacement of a plant that died because of neglect, inexperience, or due to drying out, freezing, or other weather condition, or due to injuries by animals, etc. But if the plants above mentioned fail to grow, due to lack of "growing power" we will make one replacement at no cost to you except transportation costs. Any such failure must be reported within six weeks from time of purchase.

How to Grow Baby Goldfish in Your Pool

HANDLING GOLDFISH—Whenever larger Goldfish are handled be careful not to rub off too much of the Protective Coating of "slime" on them because it acts as their outside layer of skin.

Always handle them in the shade. If you have occasion to drain your pool do so when it is cool, preferably early in the morning or towards evening and not in direct sun. Never keep fish in a can or bucket in the sun. Put them in shade and keep cool.

BREEDING STOCK—All varieties of adult Goldfish will interbreed, i. e., Common Goldfish will breed with Fantails, Calicoes, Telescopes, etc. To have pure bred stock each variety is bred separately in our large hatchery and all breeding stock is very carefully selected each year.

SPAWNING—Spawning season for Goldfish (in Southern Ohio) is during April, May and June. In Southern States it starts earlier, in Northern States later. Mid-season spawning will produce best results.

Goldfish lay their eggs on the roots of floating plants or on grass, weeds, leaves, etc., in shallow water. Results have proven conclusively that in pools best results are obtained by using Lakeview Water Hyacinths, the ideal plants for spawning.

Goldfish eggs are approximately $\frac{1}{8}$ " in diameter (size of a pin head), they are globular, amber to transparent, gelatinous and adhesive under water (a miracle in itself). They adhere on contact with a rootlet in water.

Spawning takes place usually in the morning, and first signs are the "Driving" of the female by one, two, or more males, who push her around, and are continually at her side nudging, pushing, bumping and helping her to expel the eggs which are laid a few at a time with the male fish in attendance. The eggs are then fertilized by the males after they are spawned. The males expel their "Milt" as they swim beside the female depositing the eggs. They are fertilized therefore while they are in

CLAIMS FOR DAMAGE—In case any shipment is received from us in bad condition from the Express Company, fill out the Company's "Received in Bad Order" slip and send it to us at once, together with information as to how water was changed (in the case of Goldfish shipments), and all other details. We will replace such losses by an additional shipment on which charges only are to be paid by you. (See Guarantee on Fish, Page 9.)

We are not responsible for breakage of glassware. Present the claim to Transportation Co. for settlement.

SHIPPING CANS—Small orders for Goldfish and Tropical Fish must carry an additional remittance of 50c for shipping can which may then be kept. Larger orders of Goldfish may be shipped in our special cans at no additional charge to you, provided the can is promptly returned by Express Prepaid, for which there is a special return rate of only 31c per can, from any point in the U. S.

TERMS—All orders must be paid for in full before shipment can be made. We do not ship C.O.D. **REMITTANCE** may be by Postal Money Order, Express Money Order, or by check, and should be made payable to **LAKEVIEW AQUATIC FARMS**. (Stamps or cash may be sent with smaller orders.)

All merchandise is quoted F.O.B. Cincinnati, Ohio, unless otherwise stated. This means that transportation charges are to be paid by customers, except on special items and collections, where it is stated that charges are prepaid by us.

PRICES—Our prices are as low as can be quoted for quality merchandise from a reliable concern. By paying the transportation charges you are buying most advantageously, for our prices are determined on this basis, and our central location assures you low delivery costs. *Due to the uncertain conditions prevailing, all prices are subject to change without notice.*

Items marked Postpaid are for delivery in the 48 States of U. S. only.

NON-WARRANTY—Lakeview Aquatic Farms makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name; and our liability in any case shall be limited to the replacement of such items as are short or damaged.



• Goldfish spawn on the roots of Lakeview Water Hyacinths. Natural size.

LAKEVIEW WATER HYACINTHS AND FISH FOODS

Two real big helps in raising baby goldfish in your pool. Use some Lakeview Water Hyacinths and Lakeview "Five Fishes Brand" Foods.

the water, and those which do not contact the life-giving germs will be infertile, and soon will be attacked by fungus growths and disappear.

HATCHING GOLDFISH EGGS IN A POOL—After the eggs are laid on the roots of the Water Hyacinths the plants can be removed to a screened off part of the pool, where the Goldfish and other water creatures cannot get at them. Goldfish spawn, and newly hatched Goldfish are an easy prey, and a delicate morsel much loved by many creatures of the water, besides the larger fish (one inch and up). A floating box with wire screen bottom can be used as a "hatching box" for a few plants with spawn on. One Water Hyacinth may have from 200 to 1,000 Goldfish eggs on it.

FEEDING AND RAISING THE BABIES—In about five days the little fish will be seen swimming around searching for microscopic animal food in the water. Now begin to use a little Lakeview Baby Fish Food each day. (Directions on can.)

It would be well to keep the larger fish away from a part of the pool by using a quarter-inch mesh wire or a slat partition, unless you have a great many floating and creeping plants, and a shallow water portion where the babies can hide among roots, and rock and leaves. After they reach about one inch in size they are safer, but then there are other enemies to be guarded against, such as certain snakes, cats, water birds, etc. However, it is comforting to know that in a well stocked, and well planted pool, if you provide the proper plants for Goldfish to spawn on, and just let nature take its course, some of the young fish will survive and grow up to maturity. By assisting, of course, you can increase the quantity of survivors. As soon as the young fish are about an inch long begin feeding them Lakeview Goldfish Food for Pools, and Lakeview Wafers in small pieces. They will be seen feeding with the larger fish.

ORDER SHEET LAKEVIEW AQUATIC FARMS

R. C. DOLLE, Owner

AMERICA'S OLDEST FANCY GOLDFISH FARM
ESTABLISHED 1892

5579 COLBRAIN AVE. (U. S. ROUTE 27)
MT. AIRY, CINCINNATI 23, OHIO

Date.....Forward by

Name
(PLEASE PREFIX MR., MRS., OR MISS)

Street, P. O. Box or R. F. D.

Post Office.....City Zone No.....

Express Office (IF DIFFERENT)
FROM P. O.

STATE HERE WHEN YOU WOULD LIKE US TO SHIP

State.....

AMOUNT ENCLOSED

CASH

STAMPS

M. O.

CHECK

TOTAL

RM

PLEASE DO NOT WRITE IN ABOVE SPACE

AMOUNT ENCLOSED

STATE WHETHER P. O. MONEY ORDER,
EXPRESS MONEY ORDER OR CHECK

\$

QUANTITY

DESCRIPTION

AMOUNT

RESIDENTS OF OHIO ARE REQUESTED TO ADD 3% SALES TAX.
FOODS ONLY ARE EXCEPTED.

TOTAL

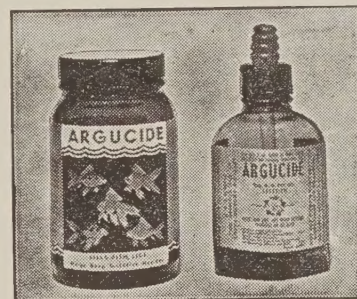
WE PAY THE POSTAGE ON ORDERS FOR DUTCH BULBS DURING THE FALL SEASON. HOWEVER WE
DO NOT PAY DELIVERY CHARGES ON THE ITEMS LISTED IN OUR GOLDFISH AND WATERLILY CATALOG.

Keep Goldfish Healthy — Water Clear!

ARGUCIDE

• Kills Fish Lice
in Pools and Aquariums

- Helps Control Green Scum (Algae)
- Easy to Use—Economical—Nothing to Remove
- Will not Harm Fish, Plants or Snails when used as Directed.
- Complete Instructions for Treatment with Each Package.



ARGUCIDE is the result of over 10 years of practical testing in all types of aquariums and concrete goldfish or lily pools with growing plants, goldfish, snails, frogs, etc. In addition to these tests, many exacting laboratory tests were made to develop a safe and easy method to control goldfish parasites, to help keep goldfish healthy and to control green scum 'algae' on lily ponds. ARGUCIDE IS THE RESULT. It was developed primarily for use in concrete, wood or steel goldfish ponds with live goldfish, water lilies, plants, scavengers, etc.

Over two thousand owners of goldfish and lily pools have now used "Argucide" successfully. It is sold by many dealers, however if not on sale at your local dealer we will gladly mail a package. Keep it on hand, it can save many times its cost if trouble develops and it will keep your pool free of unsightly green slime algae.

***ARGUCIDE** (reg. U. S. Pat. Off.) is the Trade Name of a highly concentrated powdered insecticide for controlling external parasites on goldfish in aquariums and outdoor pools. Kills fish lice overnight.

For Pools: One level teaspoon of Argucide treats 120 to 140 gallons of water (see instructions).

For Aquariums: 4 or 5 drops of Argucide solution will treat one gallon of water.

ARGUCIDE KEEPS INDEFINITELY IN THE GLASS JARS AS FURNISHED.

ARGUCIDE is packed in two sizes—each package unit consists of a jar of ARGUCIDE powder for pools and a dropper bottle for aquariums. (Bottle is refillable.)

The 2 oz. unit—treats 1400 gallons of water and is sufficient to treat small pools up to 450 gallon capacity.

The 4½ oz. unit—treats 3200 gallons of water and is for pool 450 to 1200 gallon capacity.

Usually two treatments will break any infestation of parasites as described in complete instructions furnished, and one jar of Argucide will take care of the average pool for a year.

Read What Satisfied Users Say!

"The use of your Argucide has been our stand-by for maintaining healthy fish and an attractive pool in our lawn."—MRS. J. F., Palos Heights, Ill.

"I am well satisfied with Argucide, it helped my fish right away. I lost quite a few fish before it arrived, but now all are alright."—R. H., Albany, Illinois.

"Lice apparently exterminated, no loss of fish or plants. Two fish which died two days before treatment was given were almost completely covered with lice."—R. H., Cincinnati, Ohio.


"Fish were in bad condition; lost 20 fish in one week before treatment and only one fish lost since using Argucide. Have about 50 fish in pool."—H. M. B., Bonners Ferry, Idaho.

"Our fish were not seriously infected, but if only to clear the water of algae—I'm in favor of Argucide. Enclosed is \$1.00 for next Spring's supply."—E. R. W., Buckhannon, W. Va.

"Since I have been using Argucide I find my pool in better condition; fish seem lively and water stays much clearer. It does not have that scum which usually forms on it. I shall always use Argucide in my pool."—W. D. C., Dubuque, Iowa.

"I have been well pleased and will say that Argucide sure solved a serious fish problem for me. I lost several fish before I found out about Argucide, but none since."—H. L. G., Evansville, Ind.

PRICE: IN STORES: 2 oz. - \$1.00 — 4½ oz. - \$1.50
BY MAIL—Add 15c for Postage and Mailing—or include your dealer's name and we will pay the postage.



Lakeview Water Lilies

This photograph shows the remarkable development which can be expected from a massed planting of our fine Water Lilies. Six Hardy Water Lilies and six Tropical Water Lilies will produce the magnificent display shown here at moderate cost. (A fully matured Water Lily will cover from 3 to 6 feet diameter of water surface.)

We grow and ship only the best aquatics obtainable, and are sure you will be well pleased if you send us your order.

Blue Ribbon Collections

THREE FINEST HARDY LILIES

Gladstone—Magnificent white
Rose Arey—Best Pink
Sunrise—Best Yellow

(As described on page 4)

Collection No. L14

(Value \$8.00)

\$5.95

THREE BEST TROPICALS

Blue Beauty—Most popular day bloomer
General Pershing—Choice pink day lily
Talisman — Gorgeous new apricot day bloomer

Collection No. TL7

(Value \$8.75)

\$6.95

SUNSET COLLECTION

Four choice Hardy Water Lilies in harmonious sunset colors.

James Brydon—Red
Commanche—Apricot
Chromatella—Yellow Gold
Rose Arey—Deep Rose

Collection No. L15

(Value \$10.25)

\$7.95

Lakeview Aquatic Farms,
Cincinnati 23, Ohio

If out of any of these plants we reserve the right to send another of the same color and equal value. Shipping Weight 4 lbs. per collection. Add postage.